WHAT IS CLAIMED IS:

1. An inkjet color ink comprising:

an aqueous medium;

at least one yellow dye having a λmax of from 390 nm to 470 nm and an [I(λmax+70 nm)/I(λmax)] ratio of an absorbance I(λmax+70 nm) at λmax+70 nm to an absorbance I(λmax) at λmax of not more than 0.4; and

at least one dye having a λmax of longer than 470 nm and not longer than 750 nm,

the at least one yellow dye and the at least one dye being at least dissolved or dispersed in the aqueous medium,

wherein

in case the ink is printed on a reflection medium so as to form a stepwise density,

when a light having a wavelength of a λmax of the ink in a yellow region of 390 nm to 470 nm is illuminated to the printed medium, whose reflection spectrum of the light is measured by a spectrophotometer, and a point giving a reflection spectrum such that a reflection density, D_B, at the λmax of the ink in the yellow region, is from 0.90 to 1.10 is selected,

a reflection density at a λmax of the ink in a region of longer than 470 nm and not longer than 750 nm at the point is defined as D_X, and

the printed medium is discolored by force using an ozone

discoloration tester capable of always generating 5 ppm of ozone, a forced discoloration rate constant determined from a time when each of the reflection densities D_S and D_X becomes 80 % of an initial density is defined, and both of the rate constants are not more than 5.0×10^{-2} $hour^{-1}$.

2. The inkjet color ink according to claim 1, wherein the [I(λmax+70 nm)/I(λmax)] ratio is not more than 0.2.

3. The inkjet color ink according to claim 1, wherein the yellow dye and the dye having a λmax of longer than 470 nm and not longer than 750 nm have an oxidation potential nobler than 1.0 V (vs SCE).

4. The inkjet color ink according to claim 2, wherein the yellow dye and the dye having a λmax of longer than 470 nm and not longer than 750 nm have an oxidation potential nobler than 1.0 V (vs SCE).

5. The inkjet color ink according to claim 1, wherein the yellow dye is a compound represented by the following formula (1):

$$A_{11}-N=N-B_{11} \qquad (1)$$

wherein A_{11} and B_{11} each independently represents an optionally

substituted heterocyclic group.

6. The inkjet color ink according to claim 2, wherein the yellow dye is a compound represented by the following formula (1):

$$A_{11}\text{-}N{=}N\text{-}B_{11} \qquad (1)$$

wherein A_{11} and B_{11} each independently represents an optionally substituted heterocyclic group.

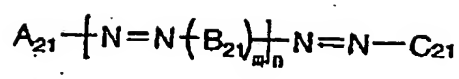
7. The inkjet color ink according to claim 1, wherein at least one dye having a λmax of longer than 470 nm and not longer than 750 nm is a compound represented by the following formula (2):

$$A_{21}\text{-}\left[N{=}N\left(B_{21}\right)_m\right]_n N{=}N\text{-}C_{21} \qquad (2)$$

wherein A_{21}, B_{21}, and C_{21} each independently represents an optionally substituted aromatic group or heterocyclic group; and m and n each represents an integer of 0 or more.

8. The inkjet color ink according to claim 2, wherein at least one dye having a λmax of longer than 470 nm and not longer than 750 nm is a compound represented by the following

formula (2):



(2)

wherein A_{21}, B_{21}, and C_{21} each independently represents an optionally substituted aromatic group or heterocyclic group; and m and n each represents an integer of 0 or more.